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GREAT STREETS

AVENUES *of* OPPORTUNITY



“**Great Streets** are so important because they really are the arteries of commerce, vitality, city living, jobs and opportunity in our city. **Great Streets** are part of the building blocks of a great city.”
—*Mayor Anthony A. Williams*

Government of the District of Columbia
Anthony A. Williams, Mayor
Stanley Jackson, Deputy Mayor
for Planning & Economic Development
Dan Tangherlini, Director
District Department of Transportation





“Given H Street’s connectivity and access to Capitol Hill, H Street ‘spoke to me’ just like 14th Street NW did over seven years ago. Like 14th Street, H Street is an important retail and transportation corridor that was severely impacted after the riots of the 60’s. Given H Streets connectivity and access to Capital Hill, downtown and Union Station, it was a logical place to invest.

“We’re proud that our investment on H Street will:

1. Bring nearly 480 new home owners to the H Street neighborhood;
2. Provide the largest on site affordable housing component in the history of the PUD process;
3. Save, restore and land mark two historic structures through adaptive re-use;
4. Provide local jobs, apprenticeship programs and insure that 35% of our development dollars will be awarded to Local Small Disadvantaged Business Enterprises (LSDBE).

“The Great Streets program will enhance our development more than anything within the public realm. This commitment of the City will dovetail with our private commitment to enhance the public space area around our site.”

Jim Abdo, President, Abdo Development, Inc.

Project: Senate Square (Former Capital Children's Museum Site), 200 Block H Street, NE
Investment: \$200 Million
Delivery: 2007

A Logical Place To Invest

Journey to and through the District’s neighborhoods and see a city of change. Redevelopment abounds as our neighborhoods are heading in an exciting and undeniably positive direction. The District’s planned investment of \$116 million along seven Great Streets corridors will unleash new opportunities for private and not-for profit developers of retail, housing, office and cultural facilities in over 50 distinct neighborhoods.

Potential for profit is everywhere in a market inclusive of District residents, thousands of daily commuters and millions of annual tourists visiting America’s hometown, and the District of Columbia Government is prepared to assist investors to realize opportunities in “the city beyond the monuments.”



Landmark Lofts
Capital Children’s Museum.
3rd and H Street



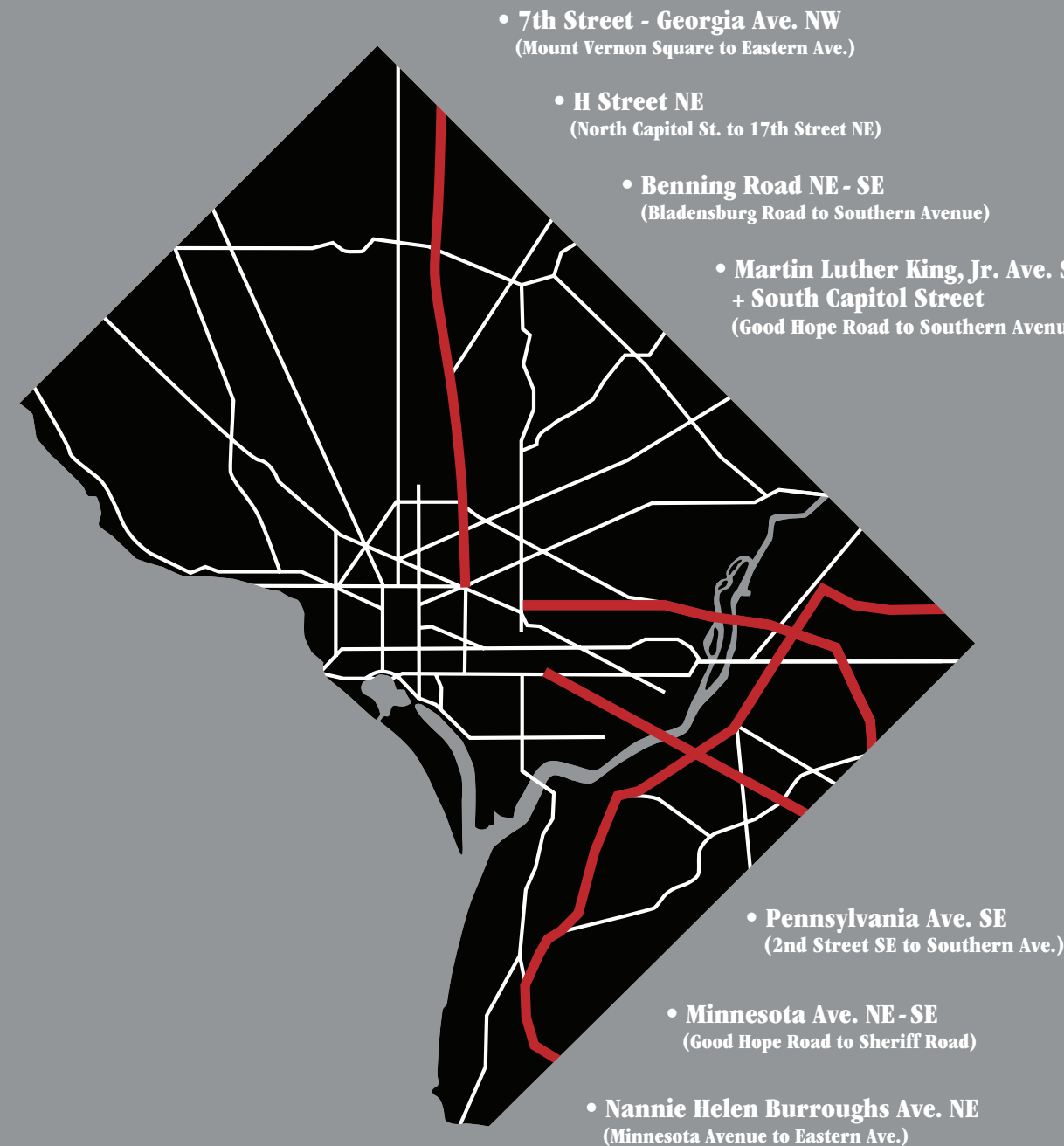
Anacostia Gateway
1800 Martin Luther King, Jr. Ave.



Lamont Lofts Phase I
701 Lamont St. NW

Great Streets employs a wide variety of public resources ranging from small business assistance to gap funding of development projects to streetscape improvements. The Fiscal Year 2006 Budget (FY 06) for the Office of the Deputy Mayor for Planning & Economic Development (DMPED) includes up to \$16 million investment dollars for economic and community development activities along the targeted corridors. The District Department of Transportation (DDOT) will invest \$100 million in new sidewalks, lighting, paving and street trees to improve the physical setting, reduce crime and attract new neighborhood businesses and residents—as happened on 8th Street SE.

DMPED staff can assist by matching investors project financing needs with public resources including revenue bonds, property tax abatements, retail tax increment financing, and community block grants. Other resources include enterprise zone incentives, New Market Tax Credits, and Certified Capital Company program (CAPCO). Information about each of these programs and others are available at www.dcbiz.dc.gov and www.brc.dc.gov. DMPED, Office of Planning and other staff are also available to assist with zoning and to help locate potential sites for acquisition, lease and development.



• **7th Street - Georgia Ave. NW**
(Mount Vernon Square to Eastern Ave.)

• **H Street NE**
(North Capitol St. to 17th Street NE)

• **Benning Road NE - SE**
(Bladensburg Road to Southern Avenue)

• **Martin Luther King, Jr. Ave. SE
+ South Capitol Street**
(Good Hope Road to Southern Avenue)

• **Pennsylvania Ave. SE**
(2nd Street SE to Southern Ave.)

• **Minnesota Ave. NE - SE**
(Good Hope Road to Sheriff Road)

• **Nannie Helen Burroughs Ave. NE**
(Minnesota Avenue to Eastern Ave.)

“The Anacostia Economic Development Corporation (AEDC) worked with the DC Department of Housing and Community Development (DHCD) to acquire properties for the Anacostia Gateway Project.

“Over a period of several years, DHCD provided \$2,302,000 in grants for predevelopment, land acquisition and write down, enterprise zone incentives and infrastructure support. Through these grants, the District enabled us to reduce the per-square-foot rental costs and make the project more attractive to potential tenants.

“Great Streets could provide investment capital to retailers, both local and national, to enable them to enhance their merchandise and improve their storefronts to become an asset to the community and attract more consumers to the area.”

**Albert “Butch” Hopkins, President & CEO
Anacostia Economic Development Corp.**

Project: Anacostia Gateway Project
1800 Block Martin L. King, Jr. Avenue SE
Investment: \$20.7 Million
Delivery: 2006



Investment Capital



Look At What's Happening

“The DHCD forgave an existing mortgage balance on the Atlas Theater and are allowing us to offer an equivalent amount in community benefits over the coming years. The redevelopment of this important cultural facility has enabled us to be a part of the revitalization of a DC community.

“Just look at what’s happening at our end of H Street! Residents and potential residents see the Atlas as a great amenity. Its presence has encouraged the development of restaurants and cafes. Considerable rehabilitation of properties in the 1200 to 1400 blocks is underway.

“There are about 7 permanent full-time employees of the Atlas and Joy of Motion in addition to several parttime employees. Short term tenant groups now produce and present at the Atlas. On-site employment will double over the next year. Hundreds of actors, other performers, audiences and students will number up to 5,000 per week when the center is fully operational in the summer of 2006.”

Jane Lang, Trustee, Sprenger Lang Foundation (With Patrick Stewart, Executive Director-The Atlas)

Project: Atlas performing Arts Center
1300 Block H Street NE
Investment: \$19.8 Million
Delivery: 2006 (Completed)

All around the city, private investors and business owners are joining residents in reaping rewards. Approximately \$1.2 billion in development is planned or proposed on the corridors now. Several projects have begun construction. More is possible.

Markets vary, but each is filled with possibilities. Every Great Street has its own history, character and potential rewards. Residential development and architectural preservation, new businesses and restoration projects, all have room to weave themselves into the fabric of the Nation’s Capital.

This is your opportunity to join us in an exciting and crucial revitalization of Washington’s Great Streets -- an opportunity to create new points of interest, improve the lifestyle of our neighborhoods and contribute strategically to the changes taking place within our city.



The Atlas Theatre
1300 Block H Street



The Lofts at Brightwood
5800 Block of Georgia Avenue



Station Place
100 Block H Street NE

USE	PLANNED	PROPOSAL	# PROJECTS	EST. COST
Residential (Units)	914	65	8	\$173,071,000
Mixed Use (SF)**	1,694,022	60,000	7	\$296,722,000
Office (SF)***	701,000	460,000	7	\$296,722,000
Retail (SF)	58,000	186,689	3	NA
Hospitality (SF)	925,000	912,000	4	\$366,250,000
Education (SF)	135,920			\$ 36,673,200
		TOTAL		\$1,182,966,200

**Mixed use projects include 76,000 SF office, 1,172 units of residential and 221,000 SF of retail.

***Four office projects include 46,000 SF retail.



Above: Mixed Use Project at Petworth Metro (Developer: Donatelli &Klein)

Below: Howard Town Center (Sketch) 2100 block of Georgia Avenue
(Developer: Trammell Crow and Howard University)



A Great Place To Develop

“The Neighborhood Development Company began developing properties in the Columbia Heights neighborhood in the late 1990s, when it was still truly an emerging neighborhood. As prices began to escalate rapidly throughout Columbia Heights, we felt strongly that Georgia Avenue, with its rich history, proximity to Columbia Heights and the U Street Corridor, and its importance as a main travel route linking downtown DC to Silver Spring, was a great place to develop.

“The Great Streets Initiative will enable us to continue to invest confidently in Georgia Avenue’s future. At the same time, the public space improvements and commitment from the city will continue to enhance the image of Georgia Avenue in the minds of the public, bringing new residents, diners and shoppers to our neighborhoods.”

Adrian Washington, President, Neighborhood Development Company

Projects:
Six Residential Projects including Lamont Lofts at 701 Lamont Street,NW and Lofts at Bightwood at 5832 Georgia Avenue, NW (includes a restaurant)
Investment: \$47 Million Total
Delivery: Ongoing

Youth Build and ABC Public Charter Schools
Investment: \$5 Million
Delivery: 2006





“The Marshall Heights Community Development Organization (MHCDO) began investing along Minnesota Avenue and Benning Road in 1983 to stabilize and grow Ward 7’s main commercial district, believing this was a key step to ensuring the economic health of the entire Ward. The District Government provided the funding to support the initial business plan and marketing studies as well as the initial down payment and some financing assistance for the Shopping Center.

“The Great Streets Initiative offers the opportunity to raise the visibility of and ‘tie together’ the many public and private investments slated for ‘Downtown Ward 7’ through the development and implementation of a small area plan. This plan will help inform and catalyze new economic and business development initiatives. MHCDO’s longstanding vision to create an attractive, vibrant Minnesota Avenue-Benning Road commercial district includes increased safety, better access, improved transportation, beautification, and other public realm improvements.”

**Carrie Thornhill, Chairman,
Marshall Heights Community
Development Organization**

Project: 10 Individual Projects since 1988
Investment: \$32 Million
Delivery: Ongoing

Raise The Visibility

Every parcel along the Great Streets represents an opportunity to showcase the best that the District has to offer. Things are changing quickly. The savviest investors are seeking opportunities now and looking ahead - to the profitable future coming our way. The District is eager to assist potential investors - large and small - to realize opportunities along the Great Streets corridors. In FY 2006, we are providing financial assistance with:

- A. Small business development** (loans, grants, property tax abatements, facade improvements and other forms of technical assistance)
- B. Development assistance** (site location, gap financing on planned projects, site acquisition)

Given the limitations of the DMPED budget, tiered priority will be given to businesses and projects within nine focus areas. The map on the next page highlights those areas.

Communities, business owners and potential investors should anticipate working with the District on land use and zoning plans for the following corridor segments in FY 2006:

- 1. Pennsylvania Avenue SE - 2nd Street SE to Southern Avenue;**
- 2. Georgia Avenue NW - Decatur Street NW to Eastern Avenue;**
- 3. Nannie H. Burroughs Avenue/Deanwood;**
- 4. Martin L. King, Jr. Avenue SE/South Capitol - Lebaum Street SE at Martin L. King Jr. Avenue to Southern Avenue;**
- 5. Benning Road NE - SE - Bladensburg Road to Southern Avenue.**

The District Department of Transportation (DDOT) will begin investing its \$100 million budget in public realm improvements on segments of Benning Road NE, H Street NE, Pennsylvania Avenue SE (East of the Anacostia River), Martin L. King Jr. Avenue SE and South Capitol Street in FY 2006. Improvements to all corridors will be completed by 2009. Contact DDOT for more details or find more information about DDOT’s investment planning at www.greatstreetsdc.com.

FOR MORE INFORMATION CONTACT:

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PRIMARY

7th Street - Georgia Ave. NW

- 1. Shaw Metro Area - O Street NW to Barry Place NW
- 2. Petworth Metro Area - Irving Street to Kansas Ave. NW

H Street NE

- 3. First Street NE to 17th Street NE

Martin L. King Jr. Avenue SE and South Capitol Street

- 4. 11th Street Bridge to Stanton Street SE
and GHR - Minnesota to MLK

Pennsylvania Avenue SE

- 5. Fairlawn Street SE to 27th Street SE

SECONDARY

Martin L. King Jr. Avenue SE and South Capitol Street

- 6. Martin L. King, Jr. Avenue SE to Chesapeake Street
SE/SW on South Capitol

Nannie H. Burroughs Avenue NE

- 7. NHB - 50th Street to 55th Street and Division - Brooks Street
to Hayes Street

Benning Road and Minnesota Avenue

- 8. Benning - Anacostia Street NE to Flint Street NE and
Minnesota - East Capitol Street to Hayes Street

7th Street - Georgia Avenue NW

- 9. Gateway - Fern Street NW to Eastern Avenue NW



“H Street was an area in need of something different. I was looking for a community that was receptive to and wanting change. H Street was also an attractive corridor because the rents were reasonable, and the corridor was a gateway into downtown. Fortunately, my hunch was right, and not long after I came to H Street, the corridor began to spring to life.

“R&B Coffee adds a touch of class to a community that has long been neglected. It gives this revitalizing community hope in the future of the corridor.

“Great Streets should find a way to encourage and support small business investment through commercial lenders, venture capitalists, and working capital funds.”

**Alphonso Morgan, Owner,
Rhythm & Beans Coffeehouse
1359 H Street NE**



Wanting Change